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ne Carolina Farmer

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CAROLINA'S RURAL ELECTRIC COOPERATIVES

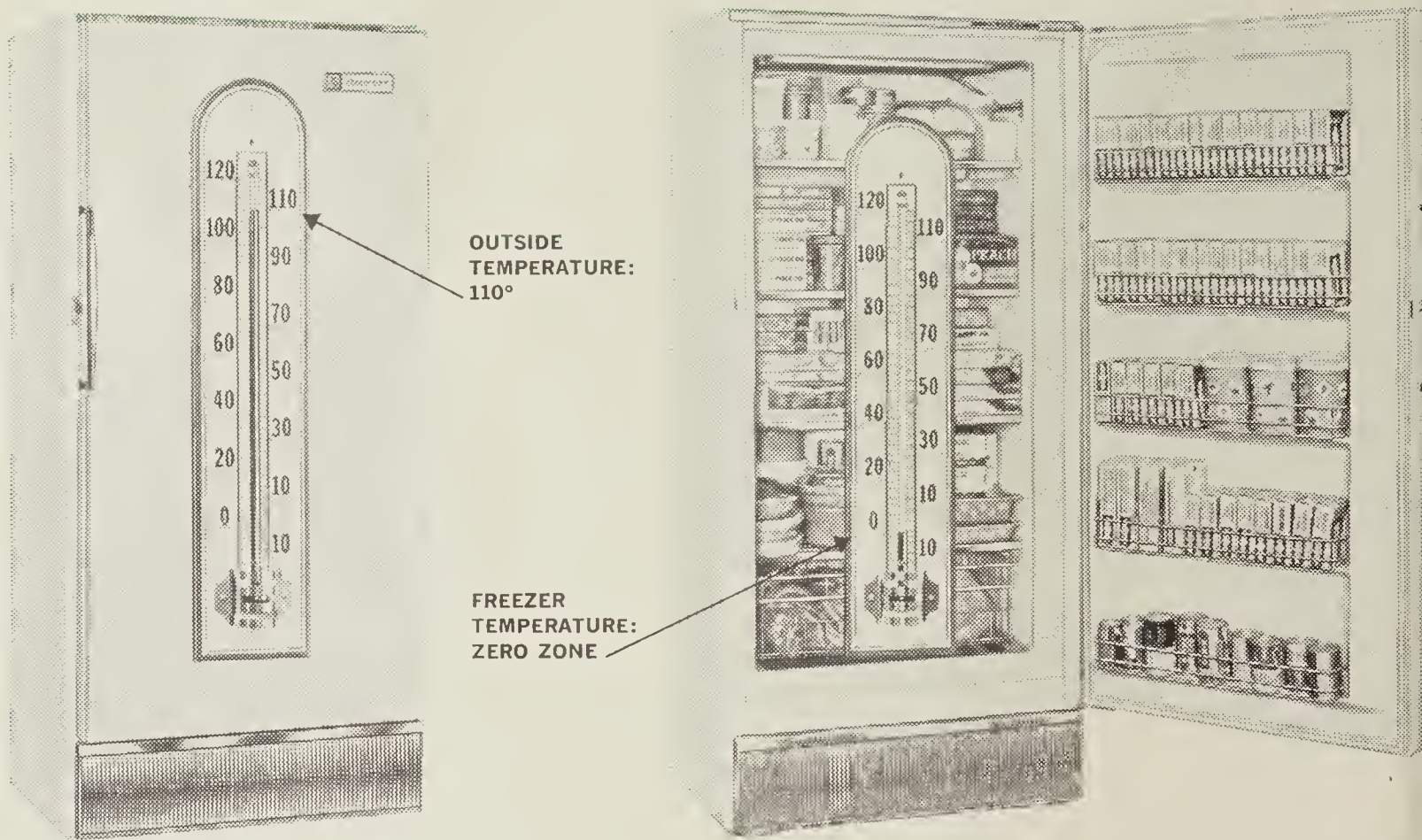
THE CAMPBELLS BUILD A POOL
with hard work and enthusiasm

HOUSEKEEPING
along the Appalachian Trail

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Good news for farm families!



512 lbs. storage capacity! Deluxe Food Freezer, Model UFD-15-61.

110-Degree test proves Frigidaire Food Freezers keep frozen foods zero zone safe!

The price of a separate food freezer is only part of your investment. Foods you freeze cost money, too. How can you best protect those foods?

The freezer shown above and *all* Frigidaire Food Freezers are put through an exacting test. Stocked to capacity, they're run day and night in room temperatures of 110°! In test after test, storage temperatures inside the Freezer stayed *zero zone safe* even though Freezer doors were opened and closed hundreds of times!

The 110-degree test is just *one* way Frigidaire engineers make sure *your* Frigidaire Food Freezer will keep food safely frozen under extreme conditions.

Of course, along with this extra Frigidaire performance, you get the convenience features you want!

- Big, Full-Width Sliding Basket Drawer! Slides right to you! And it's *the* place for storing awkward packages like those hard-to-stack meats you freeze.
- Storage Capacity galore! Four huge Shelves, all Full-Width! One's even removable to let you store extra high, bulky foods. And the five Space-Maker Door Shelves are Full-Width, too—and extra deep!

What's more, you *can* really afford these additional Frigidaire values—these fine, fine examples of "That Frigidaire Touch!"

Now! At your Frigidaire Dealer's—
get your "Best Buys" with

"That Frigidaire Touch!"



- A touch you see in styling
- A touch you love in features
- A touch you feel in craftsmanship
- A touch you trust in engineering

A touch you'll find only
in products bearing this symbol:



ONLY \$3⁶³ a week after
small down pay-
ment. Model UFD-
15-61. See your
dealer for his easy
terms.

You'll find Frigidaire factory-trained servicemen everywhere.

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Inc.
Stanley Hardware Co., Inc.

ASHEBORO

Stockner & Barnes, Inc.

BEAUFORT

Eastern Rulane Sales Corp.

BENSON

Rose and Company

BLADENBORO

Bladenboro Supply Co.

BOONE

Boone Tire and Bargain
Store

BURGAW

Harrell's Department Store

BURLINGTON

G. Marvin Holt, Inc.

CARRBORO

Riggsbee Hinson Furniture

CHAPEL HILL

Bennett & Blocksidge, Inc.

CHERRYVILLE

Mitchem's, Inc.

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China Grove Furniture Co.

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J. N. Ledford, Co., Inc.

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Appliances
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ELKIN

Harris Electric Co., Inc.

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ENFIELD

C. M. Miller Company

FAYETTEVILLE

Eutaw Electric
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GASTONIA

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Rawlings-Todd Co.

GOLDSBORO

Sam Jernigan & Sons

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G. Marvin Holt, Inc.

HAMILTON

Johnson Mercantile Co.

HAMLET

Stinson's

HENDERSON

Henderson Furniture Co.
Electric Products Co.

HIGH POINT

Beeson Hardware Co., Inc.

JACKSONVILLE

Eastern Rulane Sales Corp.
United Appliances, Inc.

KINGS MOUNTAIN

McGinnis Furniture Co.

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L. Harvey & Son, Inc.

LAURINBURG

Market Furniture Co.

LENOIR

W. E. Shaw Furniture Co.

LEXINGTON

Lexington Furniture
Exchange

LEWISTON

Lewiston Home Appliances

LIBERTY

Liberty Machinery Co.

LUMBERTON

Thompson Electric Co.

MARSHVILLE

Griffin TV and Appliance

MEBANE

James Electric & Furniture
Co.

MONROE

Hargett Electric Co.
Holloway Music Store

MADISON

H. J. Grogan Hardware

MORGANTON

City Electric Service
Union Hardware Co., Inc.

MOUNT GILEAD

Mount Gilead Hardware

NEW BERN

Eastern Rulane Sales Corp.
Turner-Tolson Furniture Co.

NEWTON

Rhyne Hardware Co.

NORLINA

E. G. Hecht & Sons

OXFORD

Penny Furniture Co.

RAEFORD

Niven Appliance Co.

ROCKY MOUNT

Standard Electric Co.

ROSEBORO

Roseboro Hardware Co.

ROCKINGHAM

R. W. Goodman Co.

ROXBORO

Ledbetter's

SAINT PAULS

Powers Furniture Co., Inc.

SALEMBURG

Royal & Warren Hardware

SALISBURY

City Furniture & Appliance
Co.
Hardiman & Son, Inc.

SELMA

Dunn Furniture Co. of
Selma

SMITHFIELD

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SPARTA

Farmer's Hardware &
Implement Co.

STATESVILLE

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TABOR CITY

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TARBORO

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TAYLORSVILLE

Adams Radio Company

TROY

F. R. Thomas Appliances

WADESBORO

D. B. Goodman Co.
Zachary's

WALLACE

Wallace Hardware &
Machinery Co.

WARRENTON

Radio-TV Center

WASHINGTON

O'Neil Electric Co.

WEST JEFFERSON

Burgess Furniture Store

N. WILKESBORO

Carolina Home & Auto
Supply

WILKESBORO

Gray Bros. Furniture Co.

WILSON

Refrigeration & Appliances,
Inc.

'Willing and Able ...'

BY the time you read this, the House of Representatives may have acted on a measure appropriating funds for a federal transmission line system in the Colorado River Storage Project. If the House passed the appropriation, it did so in the face of one of the most intensive lobbying campaigns ever mounted by private utilities. The Opinion Peddlers (see page 14) are busier than ever.

The outcome of Congressional action is expected to determine which plan is employed to deliver Colorado River Storage Project power—an all-Federal transmission system or one built partially by private power companies.

What issue is involved here that has caused the private companies to mount a public relations campaign that has even veteran Congressmen shaking their heads?

The power companies would have you believe it's a matter of "free enterprise." Our "investor-owned companies are willing and able to do the job." Or, "private power companies pay taxes."

Properly interpreted, these noble phrases mean simply this: Investor-owned companies are willing and able—to erect a tollgate between the government and consumers; and private power companies pay taxes—out of the profits gained through higher rates paid by customers.

"For the privilege of having a million dollars in taxes collected through their power bills, electric consumers would be asked to pay \$4,920,000 more for power each year," Leslie Alexander of Colorado River Basin Consumers Power told a House subcommittee.

As the *St. Louis Post-Dispatch* said in a recent editorial, "What is ultimately at stake is whether the billion-dollar project shall attain maximum productivity and primarily serve the broad public interest, or whether its productivity shall be curtailed and its control be shared with a private syndicate."

the Carolina Farmer

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THE COVER—Yes, those are telephone lines on this month's cover. This Ralph Mills photo (taken near Waynesville) was chosen simply because it was a good picture. And maybe a little because the poles, standing against the mountains and seemingly growing along with the corn, dramatically illustrate how communications have come to all corners of our country.

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Changing jobs usually involves a certain amount of hustle and bustle. I apparently survived the transition quite well. However, the critical test still comes bright and early each morning: If I remember to turn left—instead of right—after I back out of the driveway, I'm on my way to the right job.

The real hustle (and some bustle) for me came when I tried to take three weeks of vacation between jobs—and still get back here in time to keep the staff from getting too independent. (We don't want anyone to get the idea this magazine can be published without the aid of an editor.)

Anyway, I did make it back—somewhat breathless and saddle-sore from a 6,000-mile auto tour to the Midwest—and so far the staff has been quite tolerant of having a somewhat confused newcomer around the office.

I acquired numerous bits of intelligence while driving to and from my native South Dakota. Most of it comes in the "who cares" category, but I'll mention it anyway. (Writing a column is not quite as easy as you might think.)

For one thing, I'd like to report that there are at least 16 white horses pastured along the route I travelled between South Dakota and Raleigh.

This may sound like trivial information, but it cost me dearly. If you're still familiar with the rules of "White Horse," you'll remember that each player gets a point for each white horse he spots on his side of the road. Frankly, I was outnumbered, 13-3.

Right now I'm looking forward to the day when I'll be able to drive some unsuspecting white-horse opponent past that farm in Illinois where six white horses were contentedly grazing. Only this time I'll make sure they're on my side of the road.

I'd also like to report there are at least two "saloons" in Deadwood, S. D., which claim the honor of having been the scene of the infamous shooting of Wild Bill Hickok.

Again, this may not sound too enlightening, but I have a concrete reason for mentioning it: Whenever someone hears I once lived in South Dakota, he

or she invariably says, "Oh. That's where the Black Hills are. Are they as wonderful as I've heard?"

Well, to my everlasting embarrassment, I've always had to reply that I really couldn't say because I'd never been there. This immediately killed the conversation, since the average non-South Dakotan's knowledge of that state extends to knowing only that it is the home of the Black Hills.

So I would now like to say that I have recently returned from the Black Hills and am now able to converse intelligently about my home state. (In fact, I can even throw in a couple of anecdotes about Wild Bill or Calamity Jane.)

Also, for what it's worth, I failed to encounter a single badger in the Badger State or see one coyote in the Coyote State—and the few gophers I spotted in the Gopher State looked definitely underfed.

Because I'm not quite sure what an hawkeye is, nor would I be able to identify a buckeye if I looked one in the face, I'll have to withhold my report on the two states claiming them.

All across the states of Pennsylvania, Ohio, Indiana and part of Illinois, I thought amusingly of the fate of an unfortunate traveller who got headed the wrong way on the remarkable turnpikes that traverse those states.

The humor of such a situation left me abruptly some place on the other side of

Chicago when I discovered I was on my way to Milwaukee instead of my intended destination of Eau Claire, Wis.

This miscalculation took me some 80 miles off course and cost an extra 80 cents in tolls.

Outside of that whopper, I met with only two other minor navigational hazards: getting lost in downtown Indianapolis and taking the wrong road in trying to bypass Winston-Salem.

The owner of the store near Winston-Salem where I stopped for directions evidently picked up considerable extra business from straying tourists. He spotted me when I walked in the door, shook his head knowingly and announced that I was on the wrong road before I could ask the question. A candy bar and a soft drink later I was headed back to the right road.

So much for travelling. Right now—as I face the work stacked on my desk each morning—my respect for your former editor, J. C. Brown, grows immeasurably.

It's a disappointment to all of us not to be able to read his comments in this space each month, and not to have the benefit of his knowledge of and belief in rural electrification.

About all I can say is that we wish him success in his new work in Washington, and hope that we can continue the *Carolina Farmer* at the same high level it enjoyed under his leadership.



It took four years of hard fighting against the most expensive and extensive campaign ever waged against rural electrification—but the controversial “Hoosier loan” has been approved. Now 17 Indiana co-ops can look forward to producing their own power at a lower cost.

HOOSIER LOAN APPROVED



Smiling faces surround REA Administrator Norman Clapp as he signs Hoosier loan. From left: Riley Osborn, president, Hoosier Cooperative Energy; A. D. Mueller, manager, Indiana Statewide Rural Electric Cooperative; Clapp; and Clyde T. Ellis, manager, National Rural Electric Cooperative Association.

□ Four years of dogged determination—involving battles against some of the most powerful opposition ever directed against an REA loan application—has ended in victory for 17 Indiana rural electric co-ops.

The victory came when REA Administrator Norman M. Clapp signed a document making a \$60-million loan available to Hoosier Cooperative Energy, Inc., of Osgood, Ind.

The loan was the largest in the 25-year history of the Rural Electrification Administration. It will be used to build a 198,000-kilowatt power plant near Petersburg in southern Indiana. The electricity from this co-op-owned plant will furnish the entire wholesale power requirements of 17 southern Indiana co-ops. This will save them about \$5½-million in power costs during the next 10 years. The savings are based on the difference between what these co-ops would have had to pay their present power company suppliers—\$67,194,000—and the cost for which they can now produce their own electricity—\$61,663,000.

The “Hoosier loan” has occupied the national spotlight ever since it was first submitted to REA over four years ago.

In those four years, the commercial power interests in Indiana and their allies tried to kill the loan by conducting one of the most extensive and expensive lobbying campaigns in the history of the rural electrification program.

At one point the Governor of Indiana was even persuaded to send the State's Public Service Commission to Washington to lobby against the loan.

As a result of the activity of the commercial power interests, the then-REA Administrator, David Hamil, was stripped of his power to make loans of more than \$500,000. Former Secretary of Agriculture Ezra Benson brought this about by an order requiring Hamil to get ap-

proval from Benson's office for the large loans.

The rural electric systems of the country then sponsored legislation to restore the loan-making authority of the Administrator. The so-called Humphrey-Price Bill to accomplish this passed both Houses of Congress but was vetoed by President Eisenhower. The Senate voted to override the veto, but the House failed to override by four votes.

Orville Freeman, present Secretary of Agriculture, rescinded the order that REA loans must have political clearance and announced that the new REA Administrator would have the complete loan-making authority intended by Congress in the Rural Electrification Act, paving the way for approval of the Hoosier loan.

In addition to the power plant, which will cost nearly \$32-million, Hoosier Energy will invest \$28-million in 1,400 miles of transmission line to distribute electricity to its 17-member systems which serve some 75,000 rural electric consumers.

According to Frank Ratts, coordinator of Hoosier Energy, cooperatively-generated electricity will mean lower power costs for the southern part of Indiana. "This will make it more feasible for industrial plants to locate and operate, and it will provide lower cost electric service for rural consumers."

In addition, "it will set up a yardstick for the establishment of reasonable electric rates by commercial utilities for both industrial and residential consumers," he said.

In announcing the history-making loan, Administrator Clapp said he made it under the old criteria which provides for generation and transmission loans to groups of co-ops when they are unable to secure an adequate and dependable source of power, or when they can generate their own power cheaper than they can buy it from existing power sources. He added that the new, "third criterion" had a partial bearing on his decision. This pertains to REA's new policy of approving generation and transmission funds where they are necessary to protect the security and effectiveness of REA-financed systems.

Final step in making Hoosier Energy a reality now rests with the Public Service Commission of Indiana which must issue a certificate of convenience and necessity. Informed Indiana sources have predicted that the PSC will grant the certificate.

The Thrill Is Still There!

Can you still remember the "day the lights went on?" And the great thrill you got? It's been many years since that big day, for most of us. But rural electric systems across the land never stop chipping away at the small pockets of darkness that still exist in their service areas.

One of these was the tiny town of Luber, Ark., where 27 families had to wait until last year to know the thrill enjoyed by a multitude of rural Americans in the 26 years since REA was established to help bring light and power to the unserved, wherever they might be. How did the folks in Luber react? Well, the St. Louis Post-Dispatch sent a reporter to find out. Here's his story:

Only a year ago residents of this tiny Stone County community, with official population of 10, finally got electricity from an REA cooperative. This was about 16 years after the bulk of similar lines had reached most parts of the nation, which now is more than 90 per cent electrified in rural areas. Rather than being resentful about the delay, residents today expressed gratitude that progress had reached them.

To get to 27 Luber area families, now being served, the First Electric Co-op dynamited and drilled through solid rock to place poles across the mountains in the area. A year later, the results are easy to see. Kerosene lamps are gathering dust. Television antennas are appearing on more and more of the houses, some tiny ones perched on a hillside.

Appliance dealers are making the long trip over rough mountain roads with such heavy items as electric ranges, refrigerators, even home freezers. All the families have at least one small appliance, such as an electric iron or radio.

Lester Gill has lived 50 years without electricity and one year with it. "Boy, I'm telling you right," he remarked. "I wouldn't be without it. We have a

television, refrigerator, radio, iron and one of those deep-fryer things." Gill said they "stay up later at night now."

Mrs. Gill, who has been postmaster for 21 years, said electricity makes things "much easier and better all the way around. The washing machine helps us a lot, and even the lights are an awful help to what our kerosene lamps were."

Sammy Gill, their 14-year old son, said he doesn't believe he or his family could do without electricity at all. He said he tried out the old kerosene lamps a few months after they got electric lights. "I couldn't see a thing," he remarked.

Harley Clark said at his home there are lights, an iron and a washing machine so far. "It is a lot better way to live, with electricity and all," Clark said. "I hope we're never without it again."

Willie Anderson led a 10-year struggle of the Luber residents to get electricity in the area. He said he has a water pump, television, washing machine and electric radio already installed in his home. "One thing about electricity is that you don't have to carry lights from one room to another. You just flip on the switch . . . and you don't have to clean lamp globes," he said . . .

First Electric Cooperative Manager Carl Williams said the co-op had made "a great step toward achievement of the group's goal of 100 per cent area coverage" when electricity was taken to Luber.

The cost of construction per mile was "extremely high and it was not economically feasible to build the line until the remaining membership (of the cooperative) had increased its consumption to a justifiable level," he said . . .

It took years, but First Electric got there just the same! And that—in a nutshell—is the true story of rural electrification!

KEEPING UP with rural electrification

By Walter Fuller, executive manager, Tarheel Electric Membership Association



The battle surrounding Carolina Power and Light Company's attempt to raise its rates by hitching them to the cost of fuel continues.

It now appears that the State Utilities Commission will not make a decision in the case until sometime this fall—perhaps later.

N. C. Electric Membership Corporation, the military service, the textile industry and the attorney general have all opposed the fuel clause. They contend it amounts to nothing more than a general rate increase.

The commercial company says the fuel clause would simply allow rates to go up as cost of coal goes up, and down when coal cost goes down. The catch is that rates could go up without an increase in coal cost—because power companies are depending less and less on falling water for generation, more and more on coal. Also, testimony shows that increased revenue to the company under a coal clause would be more than the actual cost of the coal in the event the price of coal did go up—which it doubtless will.

Here are recent developments in the case:

On June 27 the hearings were resumed with CP&L cross-examining T. Foley Treadway, engineer for N.C. EMC. Treadway had testified earlier that had the fuel clause been in effect for the past 10 years, it would have cost customers \$17,540,000 more than the company's actual increased cost.

The company then presented figures which attempted to show what had happened in the past ten years wouldn't happen in the future. Attorneys opposing the fuel clause objected to the figures on the ground they were new evidence.

The Commission, however, allowed the new figures to become a part of the case. Opposition attorneys then said they didn't have background material on which to base cross-examination. After CP&L agreed to furnish desired information on the new evidence, the hearing was recessed until July 17.

At the July 17 hearing attorneys opposing the coal clause asked that the figures offered by CP&L at the previous hearing be stricken from the record. In support of this motion they pointed out that CP&L had failed to give them information needed in evaluating the company's contentions, and therefore they still had nothing on which to base cross-examination of company witnesses.

The Commission made no ruling on this motion—nor on a renewal of a motion to deny the CP&L application.

Now the testimony of the many hearings must be transcribed and typed—then interested parties will have 30 days in which to file briefs

summarizing their arguments. The Commission will make its decision on any and all of the motions sometime after its members have had a chance to wade through the countless pages of testimony and briefs.



The Utilities Commission has permitted to go into effect the rate increase asked by Nantahala Light & Power Company, pending a final disposition of the case. The increase—objected to by N. C. Electric Membership Corporation and Haywood EMC, as well as others—went into effect July 16.

However, Nantahala must post bond to assure that refunds will be made to customers in the event the Commission denies all or a part of the rate increase. A hearing on the increase has been set for Oct. 3.



Meanwhile, the courts apparently will have to decide whether the Commission was acting within its authority in permitting the rates to go into effect under bond.

An appeal to Wake Superior Court was filed July 20 by Mead Corp., one of Nantahala's industrial consumers. Mead contends the Commission went beyond its authority.



N. C. EMC's preliminary investigation into the increase, applied for last November, turned up enough questions to interest the attorney general. At a June 5 hearing the attorney general's office asked that the application be suspended until the State could conduct a thorough study of the company's power costs and revenues.

The investigation will center around an agreement between ALCOA, owner of Nantahala, and TVA. This agreement, in effect for 20 years, calls for power swapping. It has apparently let Nantahala deliver a more dependable supply of power to its parent company than is indicated by the "secondary" power rates it has been charging ALCOA.



Robert W. Shoffner, who has spent 32 years of his life working for the betterment of farm families in North Carolina, assumed an even greater responsibility—and opportunity for service—when he took over as director of the N. C. Agricultural Extension Service last month.

From his start as an assistant county agent in 1929, Shoffner rises to the top of the Extension Service at a time when we need strong, progressive leadership to marshal Extension's far-flung staff of over 800 professional people behind the correlated program for agriculture recently set forth by Governor Sanford.



Shoffner already has expressed his belief there are great possibilities for progress through community and area development. This is the approach that will be stressed by Extension, along with rural electrics, REA and other agricultural groups, during the next few years.

With all groups working together we will be able to find ways to halt the flow of young people from our farms, use our land and water resources more effectively, and provide a better way of life for our farm families.

KEEPING UP

with rural electrification



Continued





KITCHEN DESIGNS

If you're planning to remodel your kitchen you can save up to \$1000 by following simple, easy rules of kitchen planning.

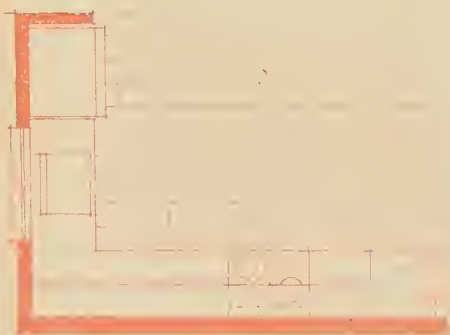
Here are the four basic kitchens, each designed to save homemakers work, time, energy, and money.

Before you decide just what kind of kitchen you want, you'll need facts about the basic types of kitchens. There are four: "U" shaped, "L" shaped, one wall, and corridor. Each type is designed to save you work, time, and labor. Remember, too, that the minimum kitchen space allotment is 100 square feet. All four of these basic kitchens are designed to fit in 100 square feet of floor space.

Scientific kitchen planning is relatively new. Prior to a few years ago, a room was built and the kitchen appliances were fitted into it as the arrangement of the doors and windows permitted. Now, any homemaker who wants a "work-saving" kitchen can easily adapt one of these four basic kitchens to fit her needs.

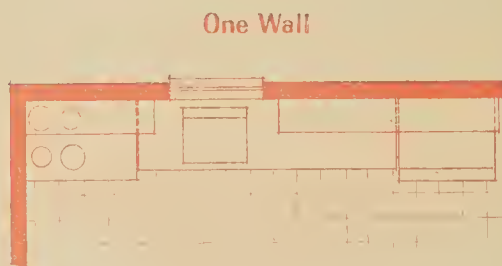
Here's what you should know about the four basic kitchens:

"L" SHAPED KITCHEN. This highly efficient kitchen is adaptable to almost any space. Has a good workable work triangle. Work sequence of refrigerator to sink to cook-and-serve area is considered the best sequence obtainable in the "L" shaped kitchen.



L Shaped

ONE WALL KITCHEN. Where adequate width is found in a kitchen, the one wall kitchen is preferred. It is not too common in today's home, but is used a great deal in summer homes and apartments. Under most circumstances this kitchen does not give adequate storage facilities. However, new kitchen units are highly adaptable to this type kitchen.



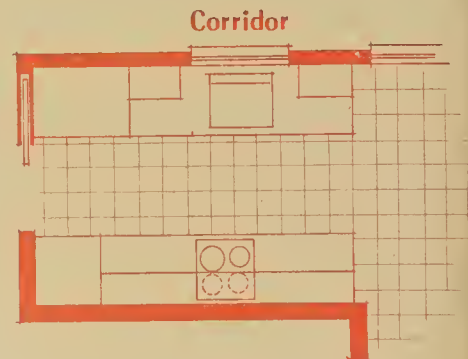
One Wall

"U" SHAPED KITCHEN. Probably the most popular with the best traffic and work patterns. Has the shortest work triangle (distance between the center of the refrigerator to the center of the sink to the center of the electric range and back to the center of the refrigerator—maximum distance 21 ft.). This is the easiest of all the four kitchens to adapt to today's trend of more open planning. It can fit into end of kitchen or family room.



U Shaped

CORRIDOR KITCHEN. Excellent work pattern. Has all the features of the "L" and "U" shaped kitchens. This one, however, does not completely lend itself to the new "kitchen-entertainment-family room" living idea. If you plan to attach a family room to your new kitchen, it probably would be best to avoid this plan, since the traffic pattern is somewhat congested.



Corridor

A feature that has become increasingly popular in today's kitchen is the "island" type cooking, eating or sink area. It is mainly used in the "L" or "U" type kitchen. The island is a free-standing bank placed in the center of the kitchen area for ease and convenience.

For greater work saving and labor saving, homeowners with basementless homes should plan their laundry areas with the same basic kitchen ideas in mind. Combination kitchen and home laundry areas are becoming more and more popular and wise homeowners are taking this efficient idea into consideration when planning new kitchens or remodeling old ones.

The more you know what type of kitchen you'd like to have, the easier and less expensive it will be for your home builder to help you make your time in the kitchen more pleasant and exciting.

Today's trend is not toward larger kitchens, but more complete and useful kitchens, carefully planned and thoughtfully styled for today's living. Careful planners provide adequate space not only for every major appliance, but also the right spot for toaster, mixer, and even the measuring cup. Not bigger, but a lot better is the word in kitchens today.

Housekeeping On the Appalachian Trail



Hikers from Appalachian State Teachers College cross an open stretch of the Appalachian Trail near Sams Gap in Madison County. Except for federal and state parks, the trail extends over private property. Leading the ASTC co-ed party is J. M. Maddox of Franklin, a graduate student. Following him: Bette Carnes of Laurinburg, a junior; Sybil Dwiggins of Kernersville, a graduate student; Kay Bromeling of Charlotte, a senior; and Rogers Whitener, Boone, an English professor at Appalachian.

By JOHN COREY

KEEPING WEEDS out of the front yard poses a formidable challenge to most folks. How, then, does a hodge-podge of volunteers keep clear the lengthy Appalachian Trail, the wilderness foot path extending 2,021 miles along the crest of the Appalachian Mountains from Maine to Georgia?

This spring four students and an English teacher from Appalachian State Teachers College, Boone, rendezvoused with a hiking party from Asheville atop the rugged but colorful trail at Sams Gap near Burnsville in Madison County.

The story of their week-end activities explains how this unique, longest marked path in the world is cleared.

Comprising the college party were two graduate students, J. M. Maddox of Franklin, a veteran hiker and the group leader, and Sybil Dwiggins of Kernersville; two undergraduates, Bette Carnes

of Laurinburg and Kay Bromeling of Charlotte; and the English teacher, Rogers Whitener of Boone.

The Asheville group included Dr. Samuel Robinson, Mr. and Mrs. Arch Nichols, Dorothy Lumsford, Sara Boone, Mrs. Carolina Gilreath, Mrs. Douglas Sanford and Eleanor Sanford.

Members of neither party knew each other. They differed in age, occupations. Some were grandmothers. Some housewives. Others, professional people and students.

Their common bond—a love for outdoor walking.

Their mission on this particular day: clear and mark a six-mile section of the Appalachian Trail west of Sams Gap.

This the groups did with efficiency and dispatch.

All day, the week-end hikers sawed, slung underbrush, chopped fallen logs, picked up branches, pushed aside rocks and marked the trail by splashing white paint on trees every 100 feet or so.

By mid-afternoon the red-faced, perspiring workers had cleared their section. The trail, which varies in width from that of a foot path to a wagon road, was clean as a whistle.

The group worked only six miles of the 2,021-mile-long trail, but the other 2,015 miles are kept opened the same way—by the voluntary labors of members of various hiking clubs scattered from Maine to Georgia.

Each club (there are about 75 of them) is assigned responsibility for marking and maintaining a prescribed length of the trail. The Appalachian Trail Conference, with headquarters in Washington, does the coordinating.

The trail begins at Katahdin in the central Maine wilderness and terminates at Mount Oglethorpe in northern Georgia. The foot artery was completed in 1937.

Longest stretch of the trail—508 miles—extends through Virginia. Next is the 309-mile section in North Carolina.

BEAUTIFUL BLARNEY CASTLE in County Cork houses the famous kissing stone.

Letter from Home

COME KISS THE BLARNEY STONE

By ITA HARNETT
(an Irish girl)

THE best known of Ireland's old castles is Blarney, situated about six miles from Cork City. It is because of its Magic Stone, with its traditional charm of conferring eloquence on all who kiss it, that it is so well known. Thousands of visitors to Ireland each year visit this ancient castle to perform the amusing ritual of kissing the Magic Stone.

A proud claim among Irish American families, now far removed from their native sod, is that an ancestor once kissed the Blarney Stone. A reader wrote me recently that her grandfather kissed the famous stone over one hundred years ago. An old lady, now aged 96, wrote to me that one of her happiest memories was being taken to Ireland and kissing the Blarney Stone when she was 12 years old.

The castle itself is not much different from other old castles one sees here and there in Ireland. It consists principally of a massive square keep, or tower, with a battlement parapet 83 feet above the ground. Built in two sections, the first is a tall narrow tower, and the second, built later, is a massive keep of oblong plan. From the top of the castle, which can be reached by a stone stairway within, there is a splendid view of the surround-



A CASTLE VISITOR prepares to kiss the stone which gives the gift of eloquence.

ing countryside. Below the battlements crowning the tower, set in the outside of the wall, is the famous stone. To kiss it one has to descend, head first, grasping an iron railing, from the parapet walk of the battlements.

Originally the castle was the fortress of the MacCarthy clan, whose name occupies an honoured niche in the roll of Ireland's ancient families. From their castle at Blarney they held sway over that part of south Munster, and their fortress withstood several sieges from the fifteenth to the seventeenth centuries, before King William, a conquering king of England, finally took it.

Legend has it that an early chief of the MacCarthy clan was afflicted with a stammer in his speech. As he grew older it became worse. One day as he was stroll-

ing by a lake in his lands, brooding on his affliction, he suddenly heard a cry for help. Quickly he leaped into the water and rescued a frail little woman. As soon as she had recovered, she asked how she could repay him, although she knew he was already a Chief with great riches and power. He answered that her thanks were quite enough. But as he spoke she noticed that he stammered. She told him about her fairy powers, and hinted that he must have a secret desire to be eloquent. The MacCarthy admitted that he did.

The woman then looked towards the castle and, fixing her eyes on the top-most tower, whispered several Gaelic phrases. She told him to go there, lean out of the top window and kiss the
(Continued on page 24)

Rural Roundtable

"Should a girl let a boy spend a lot of money on her?"



THERESA FOSTER
Mocksville, Davie Electric

I do not think a girl should let a boy spend a lot of money on her. I believe a couple can have a better time if they spend their dates doing things they both enjoy without spending a lot of money. I also see no reason for buying expensive gifts.



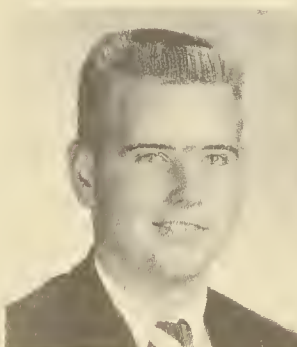
DOROTHY LOU WARREN
Dunn, South River Electric

Whether or not a girl should let a boy spend a lot of money on her depends upon how much money the boy has. It would not be quite fair for a girl to accept an expensive gift from a boy with a moderate income. Each individual case has its own answer.



BILLY KISER
Bessemer City, Rutherford Electric

No, I don't think that a girl should allow a boy to spend a lot of money on her. The decision, though, is not always the girl's. If the boy wants to spend a lot of money, I don't see any harm in it. I think the boy should pay for entertainment and refreshments, but he should not go to the extreme.



CHARLES WALSTON
Belcross, Albemarle Electric

I do not believe that it is necessary for a boy to spend a lot of money on a girl. A girl who really likes a boy will think just as much of him if he only spends a reasonable amount of money on her. After all, the important thing is that they enjoy each other and have a good time together.

CAROLINE BRYANT, Burlington, Route 3, asks this month's question. She is the daughter of Mr. and Mrs. J. B. Bryant, who are members of the Piedmont Electric Membership Corporation.

Carolina is in the 11th grade (on her way to the 12th) at the Anderson High School. She tells us that she "enjoys collecting records."

If you have a question you'd like discussed by the panel, send it to the Rural Roundtable, *the Carolina Farmer*, P. O. Box 1699, Raleigh, N. C. Include the following information: your name, school and grade, name of parents, address, name of electric membership corporation, and your special interests and talents. If your question is chosen for the panel to answer, we will send you \$5.

The Opinion Peddlers

Somewhere in America this week, a small-town newspaper editor will hurriedly sort through the vast pile of sales letters, publications, advertisements, publicity blurbs and other unsolicited material delivered to him daily by the United States Post Office.

He will open an envelope containing several sheets of paper. At the top of the first page will be the words, "INDUSTRIAL NEWS REVIEW. Owned, edited and published continuously since 1913 by E. Hofer & Sons, 1405 S. W. Harbor Dr., Portland 1, Oregon."

Directly below this, a note reads:

"TO THE EDITOR: The aim of the *Industrial News Review* is to advocate and encourage policies which it believes essential to the well-being of Our Country, the development of industry, the sound investment of savings, and steady employment of American workers Its weekly distribution of comment herewith is supported financially by industry, business and professions, including public utilities, retailers, railroads, mines, manufacturers, food processors, petroleum, financial institutions and others who believe that community prosperity and growth, sound government and reasonable taxation, must accompany individual and corporate prosperity"

Barcly glancing at the rest of the note, the editor thinks, "Well, I'm in favor of the well-being of Our Country, the development of industry, the sound investment of savings, and steady employment of American workers. This stuff looks okay."

Below, the first editorial is titled:

"HOPE SPRINGS ETERNAL—BUT"

It begins:

"As the old saying has it, hope springs eternal in the human breast. All of history is an affirmation of that. However, no matter what the age or what the situation, hope must have some positive basis if it is to live."

Just then the telephone rings, and the editor answers it with, "Bugle office, Johnson speaking."

"Ed," the sheriff's secretary says, "there's been a bad wreck out near the depot. Sheriff's on his way over there now. Thought you'd want to know. Sounds pretty bad."

"Thanks, Helen. I'm on my way. See you later."

He hangs up the phone, and yells for the linotype operator.

"John, set this editorial, will you? The one titled 'Hope springs eternal.' It looks like it oughta just about fill the hole on the editorial page. I've got to get over to the depot. Bad wreck. And press time is right on us. Hold down the fort."

Off goes the editor to take pictures of the wreck. And off goes the linotype operator to set the editorial which will appear in tomorrow's paper, looking for all the world as though it were written by the editor himself.

When it is read by the town's citizens, they—thinking this is the opinion of their editor—believe what it says, unless they have a pretty sound reason for doubting it. Such is the magic of the printed word.

Happily, the above scene never occurs in most newspaper offices. An editorial is the personal opinion of the editor, in line, of course, with the policies of the paper. Most editors refuse to print anything else under the guise of an editorial.

For the editor knows that his readers

respect his opinions. While they may not agree with him 100 per cent of the time, they nevertheless seldom completely ignore his opinions, his advice, or his ideas. Unless they have good reason to think otherwise, they place a lot of faith in what the editor has to say.

And so the typical editor would never think of printing someone else's ideas as his own, any more than he would think of deliberately printing something to mislead his readers. The ethics of responsible journalism do not allow for such slipshod methods.

But with the keen perception of professional propagandists, the E. Hofer organization has taken advantage of the typical small-town editor's being overworked. The Hofer outfit knows that the small-town editor often performs as an advertising salesman, reporter, re-write man, photographer, printer, and public speaker, as well as editor. He also does just about anything else that can come up in publishing a small newspaper—and that's plenty.

So the Hofer people simply sit down and crank out editorials with nice, general titles and nice philosophical lead paragraphs, and ship them off regularly to America's small-town newspaper editors. They know that, invariably, a certain percentage of this material will find its way into print. And they know, too, that most of the editors who print it will be too busy to read and think about what the editorial is really about.

Then the Hofers, after starting their "editorials" innocently, take careful aim at their target and let go with both barrels. They aren't bothered by the absence of facts. They don't have to be. Their



stuff will be printed by the busy editor and will be taken by his readers to be local "grass-roots" opinion.

And frequently, Hofer's target is your consumer-owned electric system and the Federal power program which supplies electricity to 450 such systems in America.

For the Hofer organization is one of the "fronts" which the commercial power companies pay to try to smear and discredit non-profit power programs in this country. There are other organizations, which we will mention a little later, but E. Hofer & Sons is one of the most insidious—taking advantage of the busy editor and, through him, feeding you a sickening mess of half-truths, distortions and big doses of deception.

Since 1913, this has been the job of the Hofer organization. And for their master—the power companies—they have performed well. In 1935, a Congressional Investigating Committee headed by Hugo Black, now a Supreme Court Justice, labeled the Hofer group a private utility propaganda outfit, financed by utilities but operating under the guise of a news service.

In the big power scandals during the 1920's, Samuel Insull discussed arrangements for national coverage by Hofer at meeting of the National Electric Light

Association. Hofer himself testified about his propaganda activities before the Federal Trade Commission.

In 1934, in its summary report to the Senate, the FTC said in regard to the efforts by associations and agencies of the electric and gas utilities to influence public opinion:

"The record in this investigation establishes conclusively that the electric and gas utilities, since about 1919, have carried on an aggressive country-wide propaganda campaign. In it they have made use not only of their own agencies, but have enlisted outside organizations in active, and often secret, aid. In it they have literally employed all forms of publicity except 'sky writing', and frequently engaged in efforts to block full expression of opposing views. The record shows that this propaganda has for its objective the disparagement of all forms of public ownership and operation of utilities and the preachment of economy sufficiency and general excellence of the privately owned utilities."

In addition to E. Hofer & Sons, other front organizations for the power companies' propaganda efforts include:

"Public Information Program" (PIP), the power companies' public relations organization.

"Electric Companies Advertising Program" (ECAP), the organization responsible for the disparaging advertisements found in many national magazines and newspapers today.

"Edison Electric Institute" (EEI), the power companies' national trade association, which makes use of the name of a great American in an attempt to lend dignity and credibility to its propaganda efforts.

"National Association of Electric Companies" (NAEC), the power companies' Washington lobbying organization, which tries to influence your representatives in Congress to pass laws to give them added economic advantages, such as elimination of all Federal power, special tax privilege, etc.

All these organizations are powerful and all are effective. Millions of dollars are spent each year in an attempt to vilify government-owned power, rural electric systems, and other programs in the people's interest.

No place is off-limits to these people, and no area sacred.

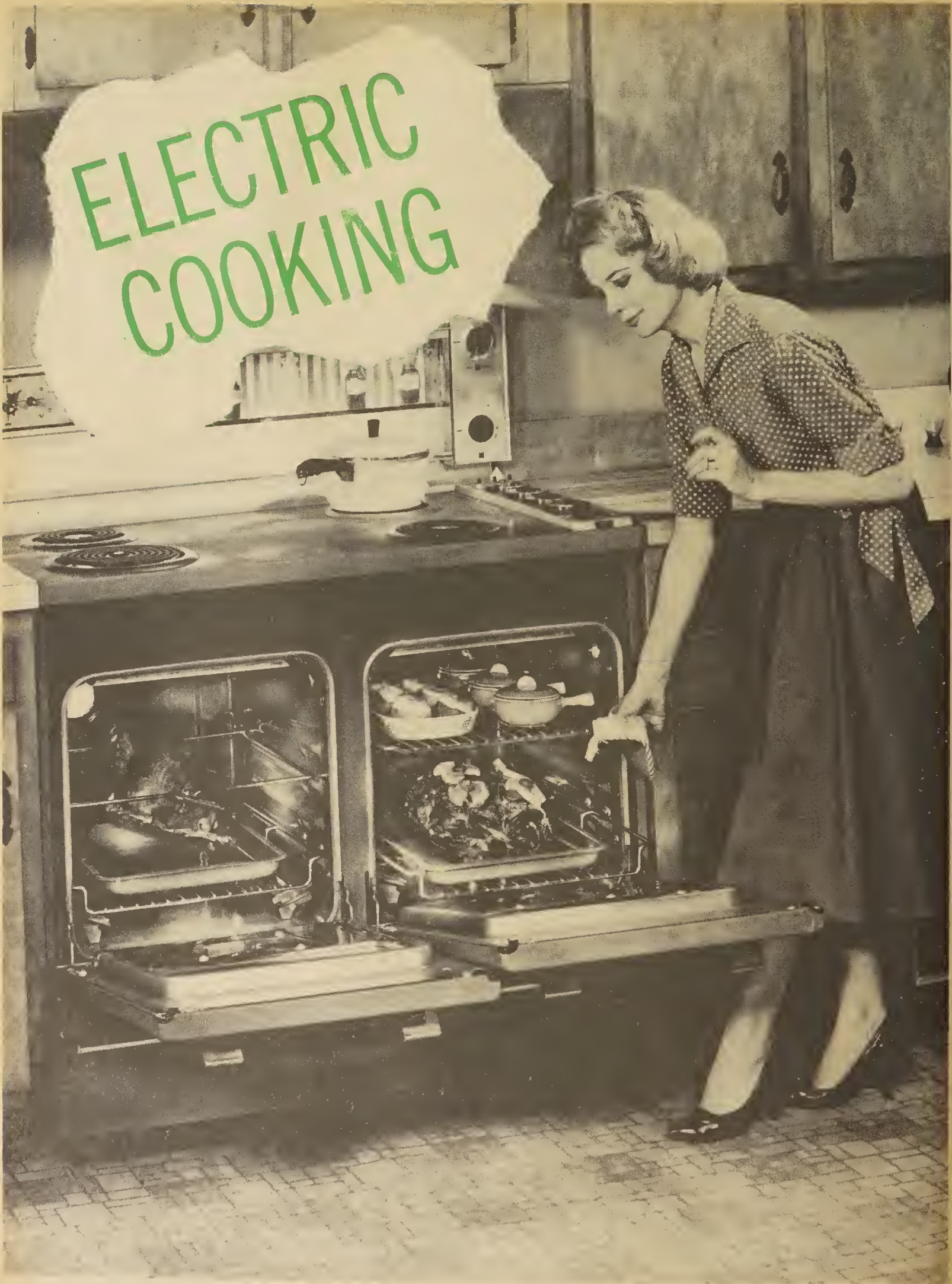
They associate their arguments with the Holy Bible, the love of family, the sense of fair play, the traditional American belief in property rights—in short, they use any means, they stop at nothing, in their unprincipled and fantastically expensive smear campaign.

Until December, 1958, these organizations were able to pay for their dirty work with money collected from their consumers. By law, power companies are allowed to make a certain percentage of profit, over and above operating expense. By charging the costs of their vilification campaign off as operating expense, they were allowed to adjust their power rates to their customers, so the customers had to bear the cost of advertising.

However, the United States Internal Revenue Service decided that such propaganda was not a legitimate operating cost, and ordered the power companies to pay for such advertising out of their profits. Naturally, they set up a howl, but, so far, it has done them no good, despite the introduction of bills in Congress which would do away with the Revenue Service ruling.

Small-town journalism is a vital part of the American way of life, and those interests which would twist its purposes to their own selfish ends do not deserve to remain anonymous.

ELECTRIC COOKING



It doesn't take a decade of experience to turn a bride into a good cook today. Auto-

matic electric cooking can do it. When we get nostalgic about great-grandma's cooking, we tend to forget the apprenticeship she served; the years of trial and error it took to know by feel and instinct whether the oven was hot enough for baking, when to add fuel, how to shift kettles around to keep food from overcooking. Nor do we think of the many hours of the day she was tied by her apron strings to an unpredictable, time-and-energy consuming monster of a range.

Where once only a few women held title to being the town's outstanding cooks, today many more women are building reputations and earning their families' praises for the excellence of their meals—prepared with less effort and waste and in less time. Changes in food habits, improved and varied diets, the constant growing list of convenience foods all play their part, but no single factor has contributed more influence on good cooking than the automatic electric cooking equipment. It takes all the guesswork out of timing, of constant even heat, of temperatures. And the results are the same every time.

Let's take a look at the new 1961 electric ranges and see the changes they are making in our cooking methods.

They're fully automatic: Today's electric range can't replace you, but when you have to leave the house or go about other chores, it will watch the food for you. You set the automatic controls and the range turns itself on, maintains the temperature you set during cooking and turns itself off. And this year's models are faster; they heat up in seconds.

Top surface cooking has changed: This year the control panels look less like airplane instrument boards; they're neater, easier to understand and use. Temperature-setting instruction guides are often printed right on the range or chartered on a fold-away panel. Settings range from "keep warm" to "high" with infinite heats in-between. Signal lights let you see what's cooking at what temperature.

The thermostatic controls on the surface units give top-of-the range cooking the same accurate, even heat and predictable results that we're used to in oven baking and roasting. You don't have to

hover over a pot to see how the food is cooking—the heating element automatically keeps it at the temperature you set. It means less scorching and boil-overs, makes every pot and pan automatic, and leaves you free to do other things.

Frozen vegetables can be cooked without water and fresh ones in a minimum of water, thus preserving vitamins and minerals. And with constant heat, you can cook on top of the range some foods you'd ordinarily bake in the oven. It's like having an extra oven to be able to do hot breads, cakes, and casserole dishes on a top unit. It frees the oven for meat and other dishes that require a different cooking temperature. Most heating elements can be adjusted to fit the size of the pan, 4", 6", or 8", to conserve heat.

Another change in cooking techniques are jiffy meals you can prepare on the automatic top unit. All the ingredients for a meal-in-one dish can go into the skillet right at the start, you select the heat and then walk away. The sixty-minute timer will buzz when it's time to come back. This new one-step method of cooking saves time but doesn't sacri-



fice anything to appearance, texture or flavor. With the new low heats of the automatic setting, you can keep food hot when it's ready and the family isn't.

Griddle cooking is smokeless and less trouble with the cordless griddle which fits over the automatic unit and plugs into the range outlet. Such precision cooking gives you pancakes, eggs, hamburgers to suit your taste, without burning or sticking. Breakfast coffee can be ready when you are by simply plugging in the filled electric coffee pot before you go to bed and setting the timer.

Oven cooking: It's eye or hand level this year; you don't have to bend in half to turn a steak or a chicken. Along with the popular wall ovens is another new development: the eye-level oven with surface units that slide in and out like a drawer. Still another is the "drop-in"

range—a one-piece compact off-the-floor range that simply plugs in and, aside from a small base, needs no cabinet or framed installation. It, too, keeps bending at a minimum, with the broiler at the top of the oven.

Meat cooking has become a science instead of matter of intuition. Not even a bride needs to feel nervous about when the roast is done. A buzzer prompts her. Clock timers take over from pre-set starting to the finish. Thermometers or roast minders cook meats to the degree of doneness you want; some even hold it there if the family's late. Windows and lights in the oven let you see what's going on. Separate roast racks hold meat out of the grease while cooking, roast it more evenly and without steaming. You cook better when you don't have to keep opening the oven door and you save all the precious meat juices you used to lose when you had to jab a roast with a fork to test it.

Timers are easier to read and use; one turns to the serving time, another for the number of hours you want the food to cook. It's a lot simpler than the old way of turning the timer clockwise for one setting and counterclockwise for the other!

Broiling: You broil more often in an electric range. It's easier to use this healthful way to cook meat, poultry or fish. The broiler is high enough to see and turn the meat easily; you know just where to place racks because shelf positions are plainly marked in most ovens; smoking and spattering are kept to a minimum. You can use the automatic meat thermometer on thick steaks 1½" or more, or chops, including pork. Pans and electric broiling units are easier to clean—they tilt up or slide completely out.

Rotisserie cooking: Motor-driven spits are common attachments on many range ovens or broilers. They barbecue foods to a rich brown, keep them moist and flavorful and baste them automatically. A pan of vegetables below can catch and be flavored with the drippings. Some models come with skewers for kabob cooking—quick, easy and popular for party fare.

Baking: Oven baking is acknowledged best in an electric oven because the controlled heat is constant. You can count on your favorite recipe (using the same ingredients and accurate measurements) to turn out the same each time. And your kitchen stays cooler.

9190 2-10



NEW FALL FASHIONS

9023 14½-24½



9330 14½-24½



4672—Pretty shirtdress with raglan sleeves, pleated skirt. Printed Pattern in Misses' Sizes 12-20. Size 16 takes 4 yards 39-inch fabric.

9330—Tab-collared casual to sew with full skirt or slim. Printed Pattern in Half Sizes 14½-24½. Size 16½, full skirt, 4 yards 35-inch fabric.

9190—Dress and jumper for her school wardrobe. Printed Pattern in Child's Sizes 2, 4, 6, 8, 10. Size 6 dress takes 2¼ yards 35-inch fabric; ⅜ yard contrast.

New Catalog shows styles for misses, women, Half Sizes, Children—PLUS back-to-school pages.

4725—Handy apron to sew of 100-lb. feed bag or remnant. Printed Pattern in Misses' Sizes Small 14-16; Medium 18-20. All given sizes take 1¼ yards 39-inch fabric.

9023—Yoked casual to sew with slim skirt or flared. Printed Pattern in Half Sizes 14½-24½. Size 16½ with slim skirt, 3⅜ yards 35-inch fabric.

Send THIRTY-FIVE CENTS in coins (no stamps, please) for each pattern to: **Carolina Farmer**, Post Office Box 42, Old Chelsea Station, New York 11, New York. Add 10¢ each for 1st-class mailing.

Send 35¢ for new Fall-Winter Catalog of Printed Patterns.

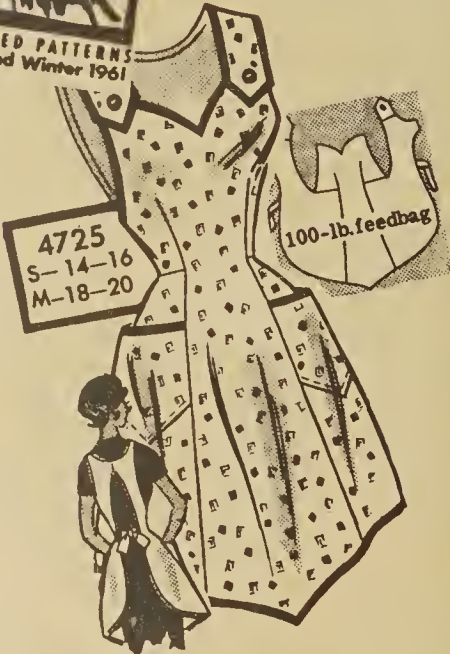
4672
12-20



Color Catalog



PRINTED PATTERNS
Fall and Winter 1961



HOME DECORATING



7076



7211

7076. State Bird Quilt. Diagrams, transfers of every state bird included. Colorful birds of every state are embroidered on this most unusual quilt. 50 gay, life-like designs—to brighten your home. 7211. Spring garden of flowers to beautify bedroom linens, guest towels. Easy embroidery—and so pretty on white or pastel colors. Remember, too—handmade gifts mean so much more. Transfer six motifs 4 x 13 inches; directions. Send TWENTY-FIVE CENTS (in coins) for EACH Pattern to: **The Carolina Farmer**, 243, Needlecraft Service, P. O. Box 162, Old Chelsea Station, New York 11, N. Y. Add 5¢ each for 1st-class mailing.

IT'S READY FOR YOU! Our new Fall-Winter Needlecraft Book shows 200 designs to crochet, knit, weave, embroider, PLUS fashions, novelties, home furnishings. Only 25¢.



Carolina Kitchens

Recipes From Co-op Homemakers

CAROLYN KIDD, Highfalls, sends this month a favorite recipe for doughnuts. She is the daughter of Mr. and Mrs. Walter Kidd, who are members of the Randolph Electric Membership Corporation, which, according to Carolyn, "gives us our good electric service."

Carolyn is sixteen and will, next year, be a senior at the Highfalls High School. She is a member of the Highfalls Friends Church, and hasn't missed a Sunday School there for the past 11 years. She has been church organist for five years, and a Sunday School teacher for two years.

Carolyn is an active 4-H'er, and served her club as president last year. She has had ribbon-winning dairy calves in county, district, and state dairy calf shows for many years. She has also won a number of county 4-H medals.

At the Highfalls High School, Carolyn has been a member of the Beta Club for three years, and has served as Beta secretary for two years. She especially likes to cook.

If you'd like to share a special recipe through this column, send it to: The Carolina Farmer, Homemaking Section, Box 1699, Raleigh, N. C. If you have a good snapshot of yourself, send it along. And include something about yourself and family: the size of your family, the name of your electric membership corporation, the clubs you belong to, etc.

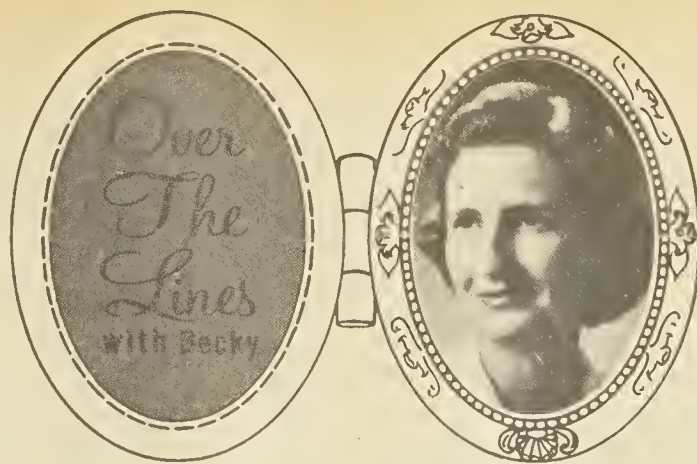
CAROLINA FARMER RECIPE

Submitted by: Miss Carolyn Kidd
Highfalls, N. C.

SWEET MILK DOUGHNUTS

1 tablespoon butter	1 cup milk
1 cup sugar	1 cup flour
1 teaspoon nutmeg	3 teaspoons baking powder
2 eggs	1 teaspoon salt

Beat the eggs until they are very light. Add sugar. When "foamy" add melted butter. Sift baking powder, salt, and nutmeg with 1 cup flour. Stir into first mixture alternately with milk to keep mixture smooth. Add just enough flour to make a soft dough, which can be handled. Roll out $\frac{3}{4}$ inches thick on lightly-floured board. Fry in deep fat. Fat should never smoke, as this produces harmful by-products. Roll doughnuts in powdered sugar or dip in a syrup made of sugar and water.



A-camping we will go . . .

Several years ago, I set off on a three-week camping trip through the forests of Finland. My companions were several Finnish friends (who had plenty of camping "know-how") and an equal number of American friends (who, like myself, possessed absolutely no "know-how" about living with nature).

We packed our shiny, new knapsacks with the bare essentials of life: drip dry cottons, tooth brushes, canned goods, Perry Mason mysteries, soap, candy, and chewing gum; strapped them to our backs, picked up our pup tents and sleeping bags, and, veritably, "took to the road with a song." We started the adventure with all the enthusiasm and strength of our pioneer ancestors—forward, ever forward to meet the unknown of the forests—thrilled at the challenge of living without the conveniences of our spoiled 20th Century existence (precluding, of course, drip dries, tooth brushes, canned goods, mysteries, and chewing gum).

At the end of three weeks, we trudged back to Helsinki, looking something like a defeated army leaving its Waterloo. By this time, the tents, sleeping bags, and knap sacks weighed one ton each—and we were bone tired—and, oh, so, so happy to return to inner-spring mattresses, hot water, and push-button luxuries. "To heck with Great-Grandma Lutetia and her thrilling covered-wagon adventures," I thought, "I vote for luxury!"

Even so, whenever I see families having such a good time at our camp grounds in North Carolina, I view them with a twinge of envy—just what did we do wrong in our great return-to-nature venture? Well, I found the answer to this question: we did, it seems, everything wrong.

First of all, we had little sense about choosing a spot for our tent. Consequently, when it rained—oh, well, did you ever sleep on wet cotton batting? Camp ground should be high and dry and should not be close to watery meadows and swamps, according to the experts.

Now, for the best advice from the Boy Scouts—don't overload yourself. Choose a lightweight tent. Carry fresh foods to last just a few days and shop for more in nearby towns. (*Advice from a Sad-Sack Amateur: DO NOT CARRY CANNED GOODS!*)

Laundry, say the professionals, won't become a problem if you take wash-and-wear clothes. Take other washables to the laundromat in your stops in town. (*More Advice from Yours Truly: I adore the laundromat advice. On my camping trip we used the beautiful, glistening lakes of Finland for our laundromat—the towering Christmas trees for our automatic drier. The first day, this was fun. The tenth day—well . . .*)

fun at



ETHEL and Reece Campbell, who live near Love Valley in North Iredell County, will convince you that one doesn't have to be a millionaire to provide some priceless things for one's children.

One Sunday afternoon in the spring of 1957, the Campbells' two teen-age boys were restless; and Ethel and Reece were forcefully reminded that providing wholesome entertainment for teen-agers was a big challenge. To humor the children on this particular afternoon, the Campbells took to the woods for a hike. They followed a mountain stream at the back of their farm, where, regardless of time or season, Nature is always dressed in its Sunday's best.

They paused to rest in a little valley and Mrs. Campbell remarked: "Wouldn't it be nice to have a swimming pool down here?" At first, no one took her seriously, but she kept right on dreaming—out loud. I suspect Ethel Campbell had been harboring the idea of having a swimming pool ever since the days of her childhood when she spent so many happy hours in the creek on *her* parents' farm. However, this spring afternoon was the first real

the campbells



By WYONA JOHNSON

Davie EMC

PHIL CAMPBELL gives cousin, Dean Goodin, a hand with his raft. Dean's Mom and Dad helped build pool. (Upper left.)

DONNIE GOODIN drifts lazily on raft in family pool. The Goodins and the Campbells are members of Davie Electric Membership Corporation. (Center.)

PHIL, MRS. CAMPBELL, AND LARRY head for deepest water in pool and a swimming contest. Pool is 80' x 23'. (Right.)

ETHEL AND REECE CAMPBELL have found pool and cabin to be a good investment in family fun. Cabin is used for dressing room and family cook-outs. (Lower left.)

chance she had to sell the idea to her family.

Thickets of briars and undergrowth went up to the edge of the clear stream flowing over great rocks; the stream, though, was the important thing . . . it would be just perfect for running water to feed the pool. Ethel Campbell is a persuasive woman, and, while the afternoon was still young, her husband and two boys were bubbling with plans for a swimming pool of their very own—made on their own land—with their own hands—and at a very economical cost.

When Reece Campbell went to work in town the following Monday morning, Ethel, Phil, and Larry rode with him to the site of their dream pool. They were armed with tools to clear away the thicket, and they had a promise from their dad that he would see about getting a bulldozer. In a few days the bulldozer came, making its own little winding road, to the site where the pool was to be dug. Block and cement, drain pipe, filters, and other materials were delivered.

Campbell bought all the material his pay check would stand every week—and

the Moose Silo Company agreed to wait until the Campbells picked their cotton in the fall to send the bill for the blocks and cement.

Hard work and enthusiasm were the ingredients that kept the project going. The Delbert Goodins' (Mrs. Campbell's sister) home is within "hollering distance" of the pool, so they joined forces with the Campbells. The builders had a few technical problems along the way, but, by the first of August, 1957, the last coat of aqua capri paint was applied to the pool and they were in business!

Business? We gently suggested that it would be a profitable thing to open the pool to the public, and charge admission. But we were assured that would never be. "The real joy of the pool," said pretty Ethel Campbell, "is to have family, neighbors, and friends from far and near come and enjoy the invigorating fun and recreation that a clean, clear pool of water makes possible."

Reece Campbell frankly admits that the pool came too late in life to make a "water duck" out of him; however, he enjoys the cook-outs and other activities

around the pool. "And speaking of water ducks," he added, "our boys stayed in water so much last summer we thought they would grow webs on their feet."

Following "Operation Swimming Pool" was the building of a cabin in the valley. It started out to be only a dressing room, but the finished product boasts, at one end of the building, a large, brick fireplace which is used not only for heating, but for cooking when the family really wants to "rough" it. The other end of the building is equipped with an electric stove, a refrigerator, running water, and the other conveniences that have become so necessary to our way of life. The cabin is occupied almost every weekend. Larry is the drummer in a local band, and the cabin is an ideal place for a strenuous practice session for the "cats." The Campbells have relatives who now live in town, and the cabin gives them an opportunity to leave the hub-bub of their city life and come to the land of their childhood for relaxation and fellowship.

The Campbells are well pleased with the real purpose of the pool. It is giving
(Continued on page 24)

Never Before So Many Useful Range Features At So Low A Price...
With The Most Useful One Of All...

Kelvinator Ends Oven Cleaning Drudgery Forever!



30" Kelvinator Electric Range,
Model KR-35, has giant full-width
oven and storage drawer.

No Messy Scouring, Scraping or Scrubbing!

This isn't just "easier" oven cleaning... it's no oven cleaning drudgery at all!

You don't pull the Kelvinator oven apart, lift off the door or climb inside to clean it. Instead, Throw-Away Aluminum Oven Linings catch spatters and spills to eliminate all scouring, scraping and scrubbing.

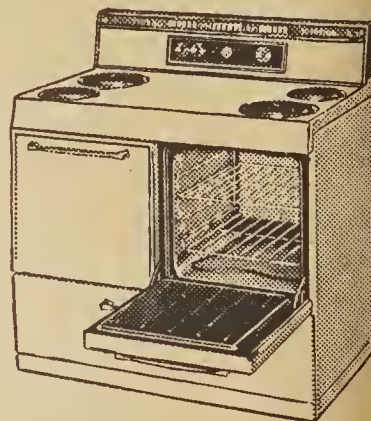
When linings become soiled, you just whisk them out, slip in new ones and presto, a clean oven! For replacements, you use standard 18"-wide foil available at stores everywhere!

ONLY KELVINATOR GIVES YOU ALL THESE HIGH-PRICED RANGE FEATURES FOR \$30 TO \$50 LESS THAN YOU'D EXPECT TO PAY!

- **AUTOMATIC OVEN TIMER AND CLOCK** starts and stops oven automatically!
- **MINUTE MINDER** sets for one to 60 minutes, rings when time is up!
- **INFINITE HEAT CONTROL** on right front unit dials any temperature!
- **EXCLUSIVE "EVEN-HEAT-FLOW" OVEN** has Automatic Top Oven Unit!
- **ADJUSTABLE HEAT, ONE-POSITION BROILER** eliminates raising and lowering of grille!
- **TIMED APPLIANCE OUT-LET** for automatic or regular use!
- **FINGER-WIDE PUSH-BUTTON CONTROLS** for three surface units!
- **REMOVABLE ALUMINUM DRIP PANS** for each surface unit!

How Can Kelvinator Bring You So Much Value?

You get wonderful work-savers like this from Kelvinator because, unlike others, it doesn't make costly annual model changes... mere "change for change's sake." Instead, its *Constant Basic Improvement* program brings you the newest advances just as soon as they are tested and approved, giving you plus value!



40" Kelvinator Electric Range,
Model KR-45, features full-size oven with
both storage compartment and drawer.

SAVE TIME, WORK AND MONEY...

SEE THESE **Kelvinator** RANGES TODAY!

(Editor's note: The lower rate schedule announced by TVA on the 100th birthday anniversary of its founder, the late Senator George W. Norris, is already being loudly ridiculed by private utility interests. So blatant were the attacks that Tennessee Senator Estes Kefauver rose on the Senate floor to set the record straight. Below are portions of his remarks, taken from the Congressional Record of July 18.)

□ In these days when a price cut on any commodity is about as rare as a July blizzard in Washington, such a move by this great Federal agency (TVA)

the country can't afford to do the same homage to its founder. But, then, TVA isn't bound by crass consideration of profit and loss. It pays no taxes, borrows at bargain rates from the Treasury, and doesn't have to worry about operating in the red because the taxpayers everywhere own it."

It is obvious that the writer of this editorial did not bother to check the facts about TVA. Otherwise, he would have known that TVA does, indeed, make payments in lieu of taxes to State and local governments and that these annual payments since 1933 have totaled more than \$70 million. Moreover, the

still own it. That is more than can be said for any private utility in this Nation, many of which have been favored by fast tax writeoffs and other gilt-edged "gimmicks" amounting to a tax reduction.

Contrary to what the *Wall Street Journal* may think, TVA does not "borrow at bargain rates from the Treasury." Surely this newspaper must have forgotten that twice in the past fiscal year TVA has gone to Wall Street to sell a total of \$100 million in bonds which are secured solely by TVA power revenues and not by the Treasury.

One statement attributed by (an) article in the (New York) *Times* (of July 14) to a spokesman for one major—private—power system is, I think, ironic and downright amusing. This spokesman said the new Norris rate schedule "smacked of Madison Avenue at its worst."

It was only a few years ago that the big private power companies of the country were using Madison Avenue, through huge advertisements in the slick-paper magazines, to condemn TVA as "socialistic" or worse. The Internal Revenue Service, at least, thought so little of this type of campaigning that it ruled these companies could no longer write off the cost of such ads as a legitimate business expense.

There is an expression of sentiment in the *Wall Street Journal* editorial with which seriously I can agree. When this newspaper wonders why every private utility company in the country cannot afford to cut its rates, so do I. The history of TVA teaches that an expanding power supply encourages greater use of electricity; and this, in turn, means greater revenues. As its revenues have increased, TVA has given the consumer a break by lowering rates. The private utilities can do no better than to follow the TVA example.

sentimental price cut?

ought to be cause for widespread rejoicing.

Some of the private utilities of this Nation and their spokesmen, however, do not share this joy. Hardly had the new rate schedule been announced than it was being loudly ridiculed by private utility interests in the news columns of the *New York Times* and by the usually accurate *Wall Street Journal* in its editorial columns.

For example, an editorial in the July 13 issue of the *Wall Street Journal* took note of the new Norris rate schedule in this context:

"Now, it's certainly nice that a sentimental observance can be made the occasion of a price cut, and we wonder why every private utility company in

publicly owned systems distributing TVA power likewise pay taxes. Their total is even greater—nearly \$102 million.

Had this editorial writer been just slightly conversant with TVA operations, he would have known that this agency has been and is bound, both morally and legally, by considerations of profit and loss. Over the years, TVA has earned a return on the investment of its power operations averaging about 4 percent. Not only that, but TVA has been required to pay back the appropriated investment in its power operations and has been doing so ahead of schedule.

But after every dime which the American people have invested in TVA's power system has been repaid, with interest, the American people—all of them—will

SEE YOUR NEAREST KELVINATOR DEALER TODAY!

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CUT RATE HOUSE FURNISHINGS
AYBORO
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URHAM
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MAC'S HOME SUPPLY COMPANY
LENOIR
ECONOMY AUTO SUPPLY
SHIELDS OF LENOIR
LINCOLNTON
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L. K. FULLER FURNITURE CO.
WINDSOR
S. B. ADAMS COMPANY

—BLARNEY STONE—

(Continued from page 12)

stone below—the “Blarney Stone” she called it. She promised that if he did this he would be gifted with a silver tongue. He quickly did as she bade, and from that time on he never stammered, but spoke with beautiful phrases.

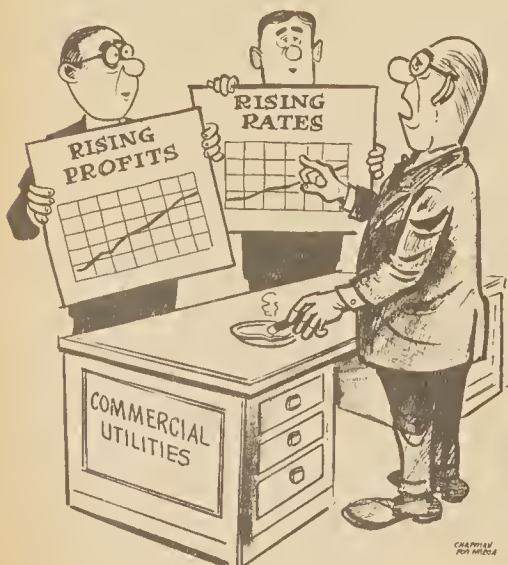
It was Queen Elizabeth I of England who first used the word “blarney” in everyday speech. The then Lord of Blarney, Cormac MacDermot Carthy, was repeatedly asked by the Queen’s deputy to renounce the traditional system by which the old Irish clans elected their chief, and to take the tenure of his lands from the Crown. While seeming to agree to this proposal, he put off the fulfillment of his promise from day to day, with “fair words and soft speech,” until at last Elizabeth became exasperated and declared: “This is all Blarney, what he says he never means.”

Thus “Blarney” came to mean “pleasant talk intended to deceive without offending.”

The poet “Father Prout” describes the power of the Blarney Stone in these lines:

There is a stone that whoever kisses
O, he never misses to grow eloquent.
'Tis he may clamber to a lady’s
chamber,
Or become a member of Parliament.
A clever spouter he’ll turn out, or
An out-and-out to be let alone!
Don’t hope to hinder him, or to
bewilder him,
Sure, he’s a pilgrim from the Blarney
Stone.

“Where’s that chart that shows how rural electrics are ruining us?”



Rural Exchange

RATES: 15c PER WORD CASH WITH ORDER. NO STAMPS. MINIMUM AD—\$3.00

SEW APRONS at Home For Stores

No charge for material to fill orders. In our fourth successful year.

ADCO MFG. CO., Bastrop 80, La.

• ANNUAL MEETINGS

CAPE HATTERAS ELECTRIC MEMBERSHIP CORPORATION on Friday, September 1 at Avon, N. C.

CORNELIUS ELECTRIC MEMBERSHIP CORPORATION at Cornelius Jr. High School on Monday, September 4 at 8 p.m. Will have FREE prizes.

PANTEGO, WOODSTOCK ELECTRIC MEMBERSHIP CORPORATION, Friday, October 6, 1961 at 7:30 P.M. in the Pantego School Auditorium. Business, entertainment, and FREE PRIZES.

DAVIE ELECTRIC MEMBERSHIP CORPORATION at the Mocksville Masonic Picnic Grounds on Saturday, September 2 at 10 a.m. Will have Clyde T. Ellis as speaker, Approximately \$4000 in FREE PRIZES will be given away.

PEE DEE ELECTRIC MEMBERSHIP CORPORATION at the Rockingham Ball Park on Friday, August 18 at 7:15 p.m. Will have approximately 18 FREE PRIZES. Walter E. Fuller is speaker for the occasion.

• EDUCATIONAL OPPORTUNITIES

HIGH SCHOOL AT HOME in spare time with 64-year-old school. No classes. Standard high school texts supplied. Single subjects if desired. Credit for subjects already completed. Progress at own speed. Diploma awarded. Information booklet free . . . write today! American School, Dept. XC58, Drexel at 58th, Chicago 37.

• POULTRY

“GUARANTEED 100% HEAVIES!” Reds, Rocks, Rockcrosses \$5.95 per 100. “JUMBO” WHITE ROCKS \$6.90. C.O.D. Heavy Breeds Guaranteed as hatched \$8.90; Pullets \$16.90. “DELUXE” White Rocks, Barred Rocks, New Hampshires, Rhode Island Reds Straight Run \$10.90—100; Pullets \$18.90. Redrock Sexlink Pullets \$21.90; Straight Run \$11.90. “CHAMPION” Pedigreed White Leghorns (Extra Large Eggs) Pullets \$24.90. “FAMOUS” White Leghorn Pullets \$21.90; Straight Run \$10.90. Pekin Ducklings 12—\$4.50. Bronze or White Holland Broad-breasted Turkeys 15—\$11.75. Beltsville White Turkeys 15—\$9.75. Live Delivery Guaranteed, fob. RUBY CHICKS, Dept. NCRA 9, Norfolk, Virginia.

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—Fun At The Campbells—

(Continued from page 21)

their sons agrowing up they’ll love to remember: Friends, parties, happy dating, and exposure to good clean wholesome fun, when every member of the family, from toddlers to granddad, get together for a splashing good time.

We don’t want to lead anyone to believe that the pool is the most important thing in the life of the Campbell family. They are interested in their church, school and other community activities. The boys are active in FFA and 4-H Club work.

They also have strong spiritual values. Reece described this well when he said “Building a life only for material success without spiritual mortar, is like building a house of bricks with nothing to hold them together.” What is “spiritual mortar”? He gave us one example. Most of the churches in this rural area do not have a Baptistery, so the pool has, on several occasions, been used for Baptismal services.

Wounded

A young soldier was taking part in a military exercise. He was hit by a bayonet which pinned him to a tree, and he could not free himself for five hours. At last he was found by a comrade who asked with sympathy:

"Does it hurt?"

And the soldier replied, "Only when I laugh."

* * *

Musicians

The father was listening to his eight-year-old scratch away on his violin while the hound dog howled dismally nearby. As the awful practice session wore on, the father asked the boy, "Can't you play something the dog doesn't know?"

* * *

Criticism

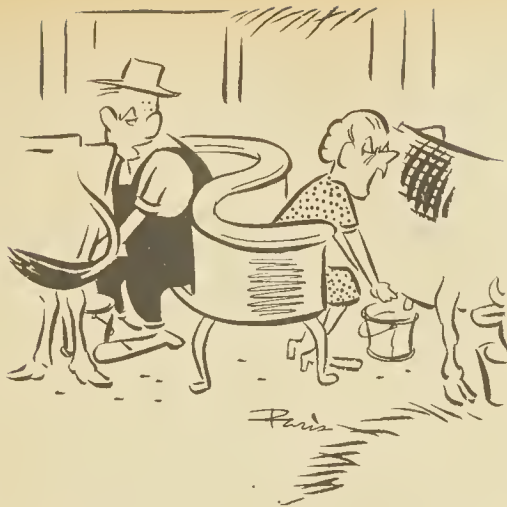
An irate chief engineer was inspecting a stretch of newly built road, accompanied by the foreman in charge of the gang. He pointed out to the bewildered foreman that the shoulder beds were off, the curves banked wrong, the foundation not right, and the leveling was far from perfect.

Finally, after the avalanche of criticism, the old foreman spat on the ground, gave his superior a blank look, and asked, "Well, how is it for length?"

* * *

Survey

A large manufacturing concern asked purchasers to fill out a card saying what dominant thing made them buy the product. One man answered: "My wife."



"Well, it's too good a chair to throw away."

HALE!

Wise Cracks

... When a wife buys things on credit, she is merely displaying confidence in her husband.

... Some cause happiness wherever they go. Some, whenever they go.

... What we don't know need not hurt us but it sure gives the neighbors a lot to talk about.

... Whoever coined the words "dirt cheap" never tried to buy topsoil at today's prices.

Busy

The mother ordered her three-year-old boy to carry all of the cloth animals in his room to the washing machine in the basement so that she could give them the cleaning they badly needed. While she was busy in the laundry room, the telephone rang and her son ran back upstairs to answer it.

A man's voice asked, "Is your mother at home?"

"Yes, she is," the youngster replied, "but she can't come to the phone right now. She's busy putting an elephant into the washing machine."

* * *

Little Accident

Wife to husband: "A trolley scratched the left front door a little today. If you want to look at it, it's in the back seat."

* * *

Simple

A German was the guest of a Frenchman who asked him how they distinguished between an optimist and a pessimist in Germany.

"It's very simple," replied the German. "The optimists are learning English and the pessimists are learning Russian."

* * *

That's Different

"Why do you want a new trial?"

"On the grounds of newly discovered evidence, your honor."

"What is the nature of it?"

"My client has dug up \$500 I didn't know he had."



Thinking of buying here, eh? Don't happen to have a couple of cigarettes on you, do you?"



"This is the last time I'm taking you down, Zimmerman! Tomorrow you solo!"



*I have a World of Food
at My Fingertips . . .*

. . . in my New ELECTRIC

REFRIGERATOR- FREEZER!



Today's combination electric refrigerator-freezer is really *two* appliances in one—a *refrigerator* that keeps food fresh and tasty, and a *freezer* with lots of zero-zone storage for frozen foods . . . all right at your fingertips.

Why try to "make-do" with an out-of-date refrigerator; your favorite appliance dealer will be glad to show you how easy it is to own a truly, modern, work-saving combination electric refrigerator-freezer.

Look at these features:

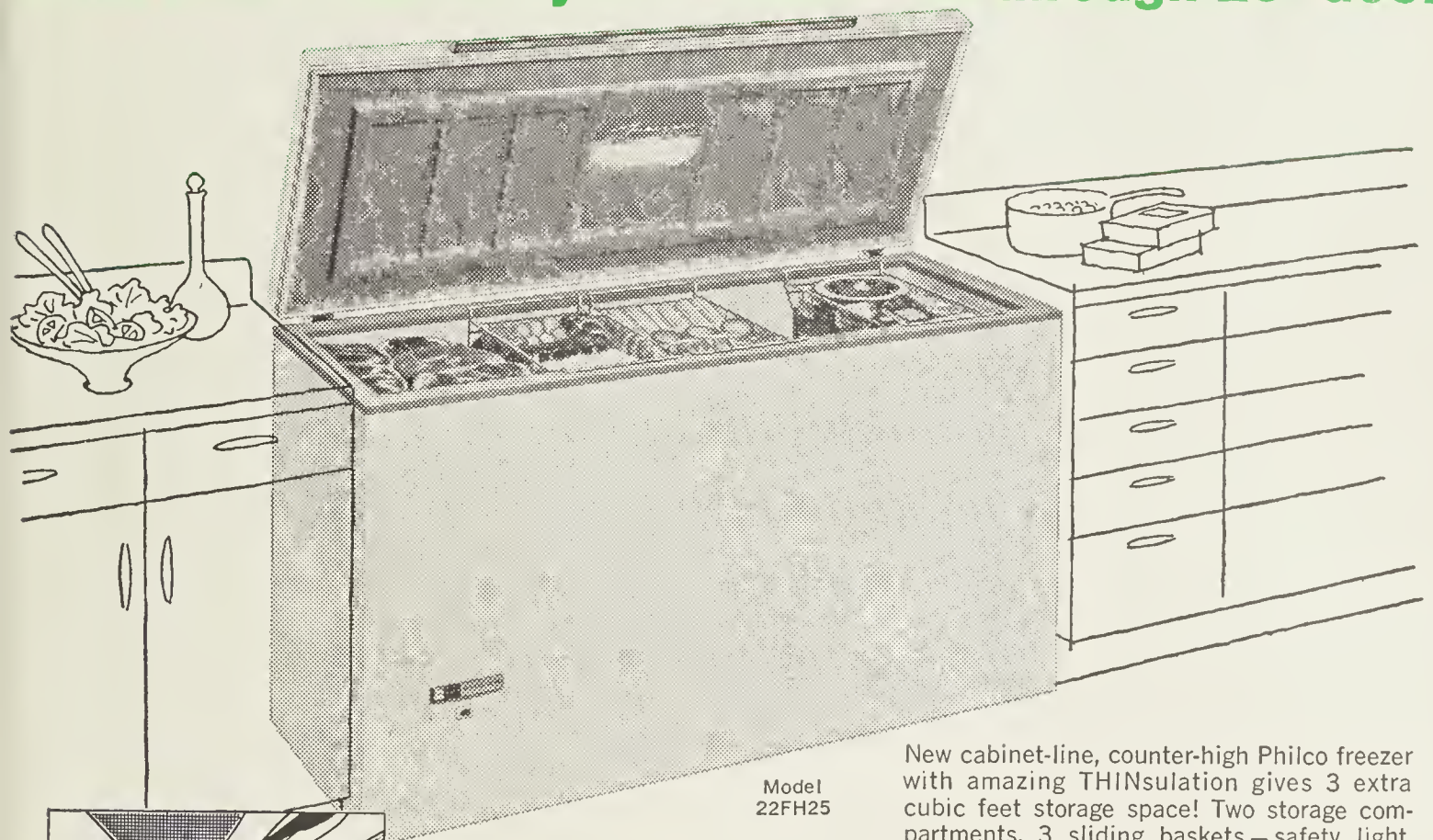
- **SAVES WORK.** Full of food, so you're always prepared for surprise dinner guests or hungry children.
- **SAVES TIME.** Cut shopping trips to crowded stores way down—once-a-week marketing is *more* than enough.
- **SAVES MONEY.** Loads of room to stock up on food bargains. Buy when prices are low, get the best of the crop at the peak of the season.
- **SAVES SPACE.** Bigger inside, but not outside. Flush between cabinets, with space-saving, squared-off corners.



ANOTHER STEP TOWARD MODERN TOTAL *Electric Living*

NEW PHILCO FREEZER

21^{CU.} FT. Stores 750 lbs! Only 65" wide! Fits through 29" doors!

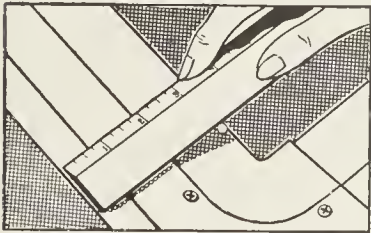


Model
22FH25

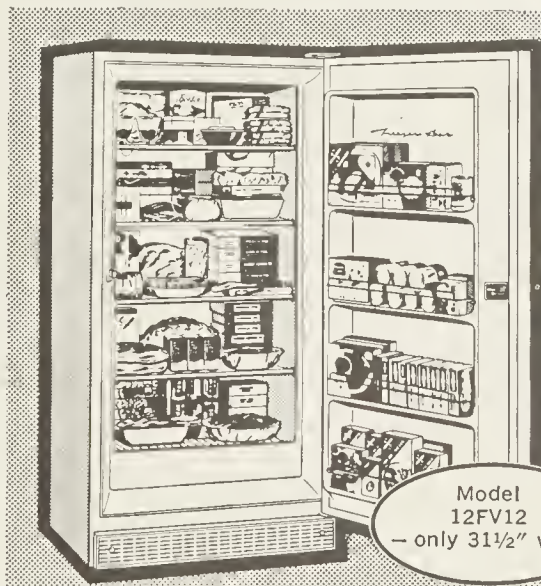
New cabinet-line, counter-high Philco freezer with amazing THINSulation gives 3 extra cubic feet storage space! Two storage compartments, 3 sliding baskets – safety light, lid lock, Wedgwood color interior, lid light, leveling feet, 5-year warranty!



New Philco THINSulation saves more cold, makes more space. It's the most efficient thermal barrier yet devised – a breakthrough in freezer design!



Ordinary freezer with conventional insulation means thicker walls, less storage space inside.



Model
12FV12
– only 31½" wide

Summer FREEZER Special!

**PHILCO 11.6^{CU.} FT.
Stores 406 lbs.**

- Super-Fast Contact Freezing
- Porcelain Wedgwood Interior
- Freezer-Bar Door Storage
- Flush Opening Hinges – Custom-Fit Styling
- 5-Year Warranty – Many Other Features!

**only
\$259⁹⁵**

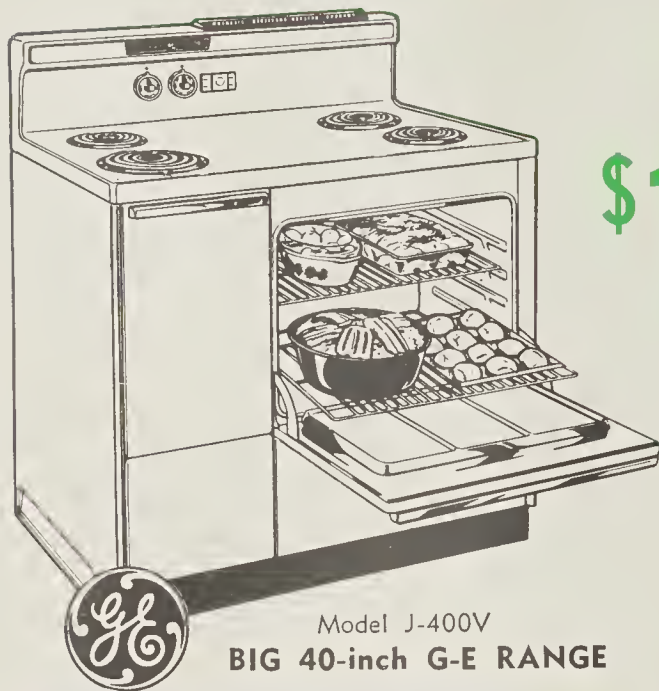
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WASHINGTON
JEFFERSON GAS CO.
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IMAGINE! Your choice of these GENERAL ELECTRIC ranges



Model J-400V
BIG 40-inch G-E RANGE

only
\$159⁰⁰*
with trade

G-E Thrifty
Spacemaker
Hi-Speed
Range

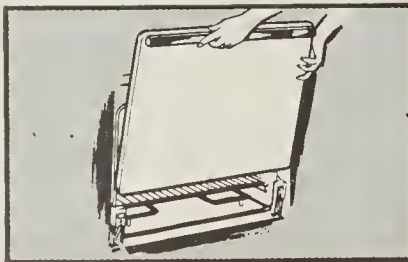


Model J-301V

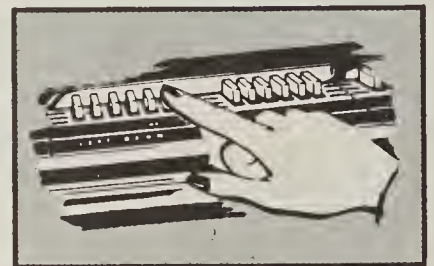
FEATURES ON ALL G-E RANGES



• Spacious 23" Master Oven—extra-wide oven cooks a meal for 30 at one time.



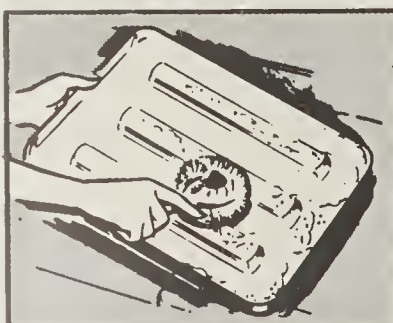
• Removable Oven Door—lifts off easily, slips back on easily, for fast, no-stretch oven cleaning.



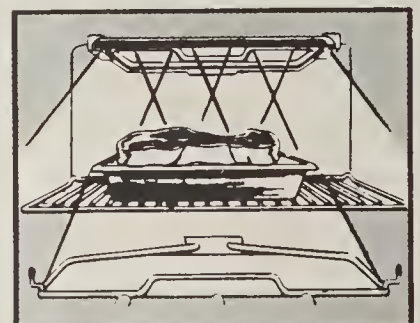
• Push-button Controls—surface units flick on and off at a touch. You get the exact heat you want every time.



Hi-Speed Calrod Units—heat up fast, start cooking fast! Coils clean themselves.



Removable Broiler Reflector—slips out easily and fast for simple cleaning.



Focused Heat Broiler—saves electricity by focusing heat right on meat.

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